Recruiting, Supporting International Students
-Perspectives from a Regional Comprehensive University

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Fast Facts- Governors State University

- Regional comprehensive, public university
- Fall 2022 enrollment: 2,597 undergraduate, 1,543 master’s, 218 doctoral students
- Approximately 500 international graduate students
- 30 master’s programs, 5 doctoral programs, 16 graduate certificates
- 242 full-time faculty
Overview of Recruiting Strategies

1. Lower cost, initial steps
   • EducationUSA network
   • U.S. Commercial Service at embassies, consulates

2. Alternative next steps
   • Working with recruitment agents
   • In-country offices for universities
   • Working with larger recruitment service companies
Overview of Recruiting Strategies

3. Additional strategies to enhance recruitment
   • In-person visits to target countries, regions
   • Online marketing through website, targeted ads
   • Leveraging help from international alumni
   • Word-of-mouth
Overview of Recruiting Strategies

1. Lower cost, initial steps
   - EducationUSA network
     - Many countries have multiple EducationUSA advising centers with variety of services
     - Resources available to recruiters: Global Guide, Open Doors report, Student Mobility Fact Sheets
Overview of Recruiting Strategies

1. Lower cost, initial steps
   - U.S. Commercial Service at embassies, consulates
     - Offers assistance connecting with area universities, high school counselors, recruiting agents
     - Can assist with expansion of recruitment to additional countries
Overview of Recruiting Strategies

2. Alternative next steps
   • Working with recruitment agents
     ▪ About ½ of U.S. universities work with agents
     ▪ Agents can help diversify recruitment, attain growth targets, provide support for students
     ▪ Requires hands-on oversight, transparency by universities
Overview of Recruiting Strategies

2. Alternative next steps
   • In-country offices for universities
     ▪ Individual U.S. university offices
     ▪ Shared offices offered by third-party providers
     ▪ Less expensive than multiple international trips by university staff each year
Overview of Recruiting Strategies

2. Alternative next steps
   • Working with larger recruitment service companies
     ▪ Example: EduCo, a full-service international education advising and recruiting corporation
       ✓ Operating in 20 countries
       ✓ Offers print and digital recruiting campaigns, hosts recruitment events, access to agents
Overview of University Support for International Students

• Primarily through Office of International Services
  ▪ Immigration support
  ▪ Orientation
  ▪ Social, cultural activities
• Academic support
Roundtable Questions

1. What do you see as your next step(s) in international student recruitment?
2. How can your university increase support and retention of international students?